

APPENDIX A

MASTER PLAN FOR

**CENTRAL-
HIGHLAND-
UPPER NOB HILL**

ALBUQUERQUE, NEW MEXICO

The design and regulations shown in the attached Master Plan are only recommendations in the adoption of the Metropolitan Redevelopment Plan. The design and regulations, after further discussion, can be revised and implemented as part of the Nob Hill Sector Development Plan update. Customized design regulations for the area along Central Avenue, between Carlisle Boulevard and Washington Street, will be developed in the Sector Plan update process.

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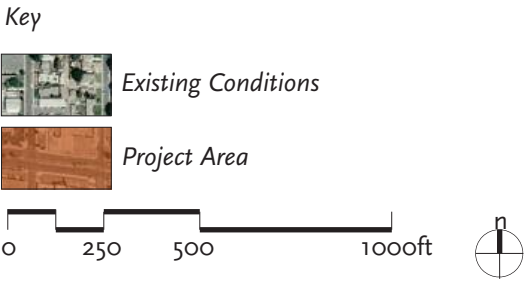
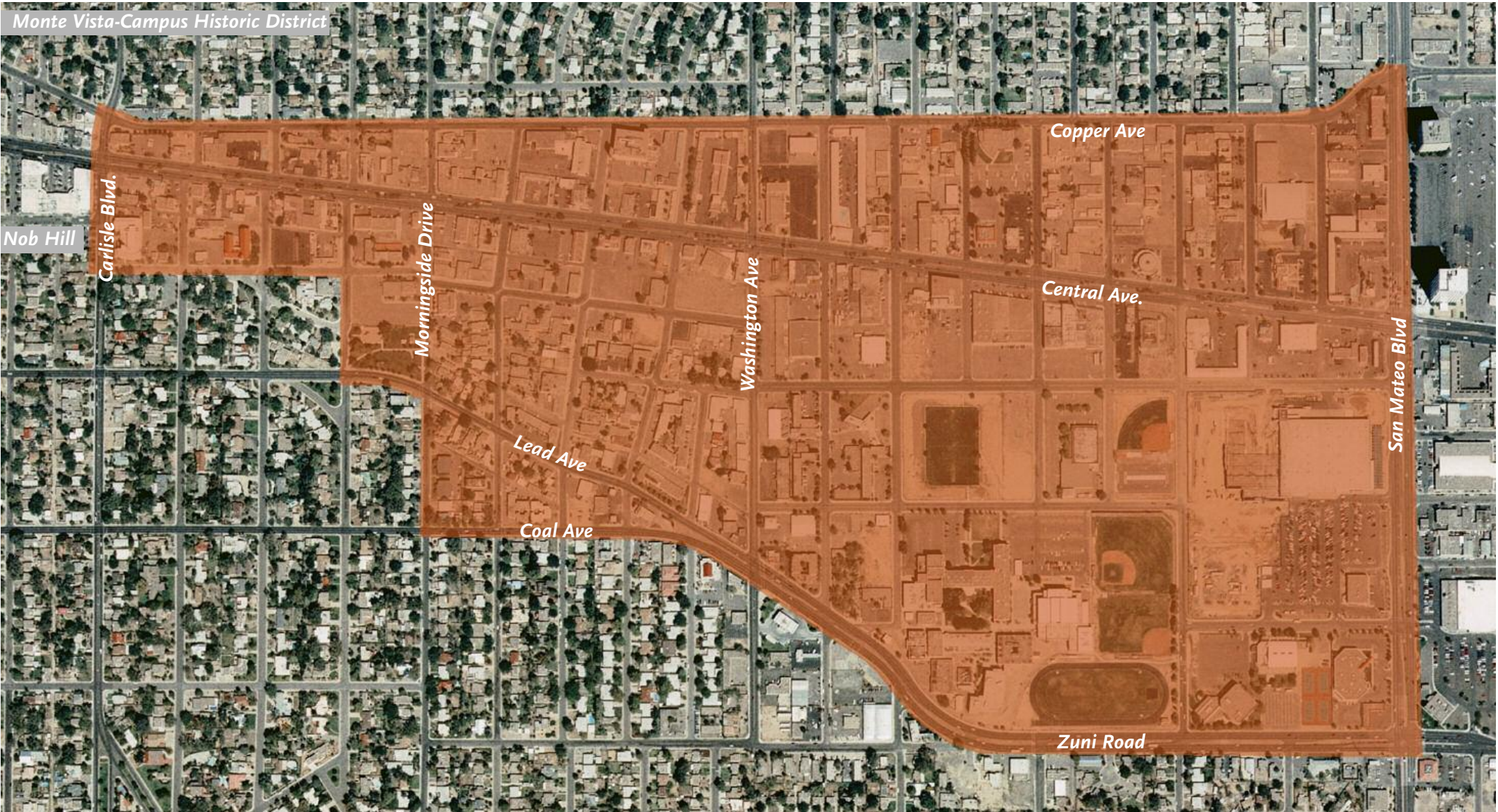
Many thanks to all who participated in the workshop and all of the following:
Alliance for Active Living
Celebro Clothing
Coleman Gallery Contemporary Art
Don Mickey Design/Print Plus
Flying Star Cafe
Highland Business & Neighborhood Association
Musical Theater Southwest/Hiland Theater
New Mexico Main Street
Nick’s Place Restaurant
Nob Hill Business Association
Nob Hill Neighborhood Association
Nob Hill-Highland Renaissance Corporation
Ragin Shrimp
Robert Slattery Construction
Sign & Image Factory
Strell Design
Walk Albuquerque

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Existing Conditions- Aerial Photo of Central-Highland-Upper Nob Hill M.R.A. & project Boundaries [M.R.A.-Metropolitan Redevelopment Area]



City Map - Project is located in the center of town along Route 66, Central Ave.

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Charrette Process



Context



Illustrative Plan



Catalytic Projects



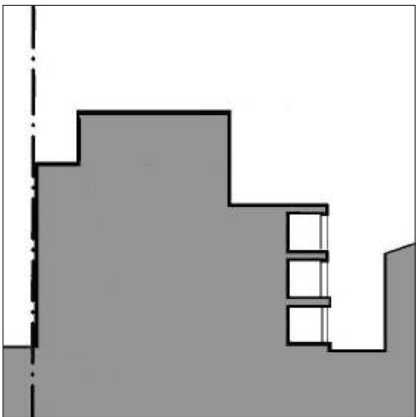
Great Streets



Affordable Housing



Regulating Plan



Development Code

SUMMARY

This Master Plan provides two essential ingredients for the redevelopment of the Central-Highland-Upper Nob Hill district:

- 1. A vision for what the area could look like in 5 to 20 years.
- 2. Tools to implement the appropriate type of development.

The goal is to create a place that is both identifiable for its unique Route 66 character and is a livable, walkable, mixed-use and vibrant economic and residential part of Albuquerque.

The Master Plan is the culmination of a public design process and previous planning efforts by the City government, businesses and residents. It follows the Metropolitan Redevelopment Area Plan, which was adopted by the Albuquerque City Council to reverse blighted conditions in this vicinity. The redevelopment area extends generally along Central Avenue, from Carlisle Boulevard on the west to San Mateo Boulevard on the east and from Copper on the north to Zuni on the south. Half of the area (from Carlisle to Washington) is currently included in the Nob Hill Sector Plan boundary.

The Master Plan analyzes assets and liabilities and offers recommendations and regulations to guide and encourage redevelopment of area properties. It also includes steps for adopting the regulations as law in order to implement these recommendations.

Key elements of the Master Plan include:

- 1. Illustrative map: the vision for the area (see page 8).
- 2. Suggested catalytic projects: De Anza Motel and Hiland Theater areas.
- 3. Master Plan components: retail strategies, streets and sidewalks, parking, landscaping, and affordable housing.
- 4. Implementation strategies: regulations and form-based development code.

These elements are critical building blocks for a great place.

Moule and Polyzoides Architects and Urbanists, along with a nationally respected transportation engineering specialist, brought their expertise in designing urban environments to develop the Master Plan in cooperation with area residents and businesses. Development of the Master Plan was guided by a set of New Urbanist design principles that follow the philosophy of restructuring urban places to become more oriented to pedestrians, high-quality public transit, and a diverse mix of living, working, and shopping opportunities (see page 4).

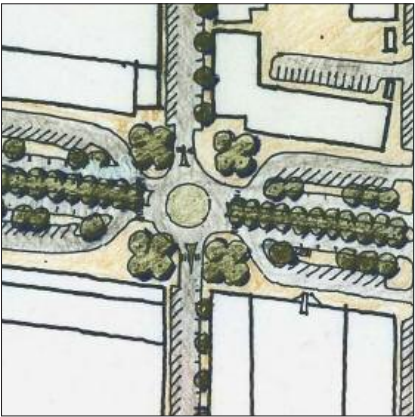
The Master Plan incorporates a form-based approach to design. The form-based approach represents a distinct departure from the status quo approach to development, which segregates land uses (i.e., prohibits land-use mixing) and is generally oriented much more to automobiles than pedestrians.

The Master Plan reflects opinions expressed by a large number of people who participated in a design workshop process that took place in February of 2004. Through a series of exercises and feedback loops, their hopes and concerns were incorporated directly into the Master Plan. Sentiments expressed by a majority of the participants included:

A note on Master Plan Adoption - the City Planning process:

The following are suggested steps to review and approve the Master Plan's Development Implementation Process and create it as ordinance:

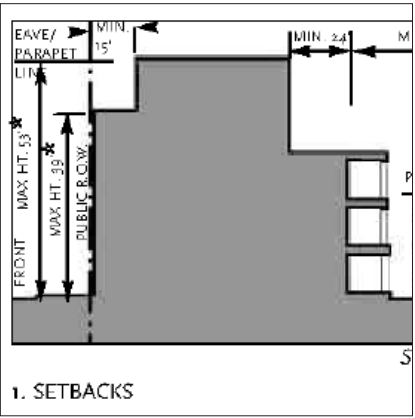
- 1. M.R.A. Plan - Albuquerque Development Commission review & approval .
- 2. Nob Hill Sector Development Plan - amend:
 - a. Sector Plan - extend to San Mateo in order to include this M.R.A.
 - b. Design Overlay Zone - [East of Carlisle] add with this form-based code.
 - c. Design Overlay Zone - [West of Carlisle] suggest future overlay zone be created by re-coding Sector Plan Design guidelines which are currently not ordinance.
- 3. E.P.C. approval
 - a. Zoning Change - from C-2 to C.C.R.-2 [with amendments as necessary] along Central Ave. .
 - b. Design Overlay Zone - [East of Carlisle] including height [and other] amendments to C.C.R. Zone
- 4. City Council approval- review and approval of item 3 above.
- 5. Business Improvement District or Tax Increment Financing - businesses in the MRA should organize one or more of these associations to manage marketing, parking, and financing as a district.



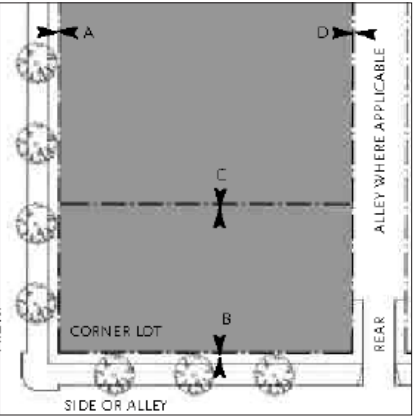
Vision



Vision



Tools



Tools



Principles: Great Streets



Principles: Mixed-use Buildings



Principles: Transit



Principles: Parking

*Footnote:

Those efforts include the following:

- a) M.R.A. Plan [Metropolitan Redevelopment Area], September 2003, Metropolitan Redevelopment Code of the State of New Mexico, Section 3-60A-48 N.M.S.A. 1978 and Albuquerque Ordinance 14-8-4-1-1994. This plan gives strategies for the elimination of the blighting conditions found to exist in the project area [Resolution #R-02-72, Enactment #82--2002] to identify projects, and to indicate the means by which redevelopment will be carried out, and;
- b)Albuquerque Bernalillo County Comprehensive Plan, and;
- c)Nob Hill Sector Development Plan.

1. *Mixed-Use Development and Design Character.* Mixed-use development is desirable, with new construction at a somewhat higher density than in Nob Hill. A generic “anywhere America” quality should be avoided and the “Route 66” character should be preserved along Central Avenue.
2. *Shopping Opportunities.* The Upper Nob Hill/Highland neighborhood should become a walkable and shop-able place again. Many existing stores, motels, streets and sidewalks are in poor condition, and there is currently a lack of stores serving routine shopping needs.
3. *Traffic and Streets.* Speeding traffic and high levels of traffic noise are problems. Busy streets create undesirable divisions through the neighborhood.
4. *Pedestrians and Bicycles.* There is a great need to improve walkability and bicycling. Pedestrians and bicyclists face many difficulties crossing streets and circulating through the area. Sidewalks and civic spaces are currently degraded or hazardous.
5. *Pubic Transit.* There is a need for higher quality public transit service and station/ stop facilities in the area.
6. *Parking.* There is not enough on-street parking along Central Avenue and parking elsewhere is problematic.
7. *Housing and Residential Impacts.* More housing opportunities are needed, but affordability should be preserved and existing residential areas should be buffered from commercial ventures.

The Master Plan offers a design that addresses these concerns in a holistic, interconnected manner. It must therefore be understood as a whole. Firstly, the Illustrative Master Plan and Regulations move mixed-use buildings to the sidewalk, locate parking along the streets and at the rear of lots, and allow a modest increase in the heights of buildings. Houses and businesses are mixed on the main corridors so as to enable a variety of incomes and businesses to move into the area. And businesses of similar types are encouraged to congregate in groups to focus shopping energy and create districts within the larger neighborhood that add character.

The Master Plan calls for reconstructing Central Avenue following a new design that includes four traffic lanes, on-street parking, roundabouts, wider sidewalks, and a new centrally located alameda. The design is intended to ensure that traffic moves at reasonable speeds, while maintaining the number of cars the road can carry and greatly improving the aesthetics and economic vitality of the roadway corridor. Other street improvements are offered to help walkability and reduce speeds throughout the rest of the neighborhood.

The Master Plan recommends the establishment of a Park-Once District to address the parking issue. Parking would include a mix of spaces along the streets, in parking courts, and (eventually) in structures. Parking ratios are changed to reflect sharing opportunities and the mixed-use, walkable, and transit-oriented nature of the Master Plan area.

The Master Plan recommends landscape changes that involve the re-creation of major streets into the public realm with alamedas, street trees, and roundabouts as markers on Central. Existing open spaces are to be improved by partnerships between the City and Highland High School. Several new parks are also proposed.

A Note on Phasing of Projects:

The following is the suggested phasing of projects for the Master Plan:

1. Streetscape - striping

Central Avenue should be striped and signed appropriately in order to allow on street parking per the street sections shown in this document. This would help to phase the full streetscape design, familiarizing motorists with the proposed design, help the pedestrians in the area, and allow crucial parking for many businesses in the corridor.

2. Streetscape

Central Avenue street design should be constructed including sidewalks, roundabouts, and utilities improvements [as necessary]. City Planning has designated 5 potential sites in the city for a prototype roundabout, and one of the intersections in this Plan as is one such potential pilot project. The City’s Rapid Transit Study and its recommended location [Central or Lomas] should be finalized as there are implications on Central Ave.’s design.

3. Catalytic Projects

City or County-owned properties shown in the Catalytic Projects 1 & 2 this plan should be developed into mixed-use properties by those institutions [with or without partners]. These include the City-owned De Anza Motel and the County-owned Hiland Theater.

4. Private Development [Mixed-use]

Businesses should be encouraged to remodel or develop in the Central Ave. corridor as suggested by the groupings shown in the Retail section of this report - Nob Hill extension area, Antiques area, Restaurant area, and Neighborhood/Community retail areas. While specific businesses cannot be required in a given property, developers should take advantage of creating business types which enhance, profit, or capitalize on similar types in near proximity. Housing should be included in these developments, to increase the livability and the economic success of individual properties as well as the entire district.

Note:a B.I.D. or T.I.F. Association should be set up by business owners to manage marketing and parking as a district and manage common funding solutions. [Business Improvement District, or Tax Increment Finance Association]



Degraded retail



Acres of surface parking lots



Proposed mixed-use buildings



Retail strategies



Sidewalk and traffic problems



Degraded motels



Proposed street improvements



Housing variety

DESIGN WORKSHOP PROCESS

It was essential to the design team that the components which make up the streets, stores, and homes in the Central-Highland-Upper Nob Hill be analyzed, discussed, and changed if necessary though design. A design workshop process was used to gather the public’s ideas and opinions. Through a series of exercises and feed-back loops, hopes and concerns of those affected by the plan were directly incorporated into this Master Plan document. While not every comment made it into this booklet, the majority of participant requests were honored in the designs for the plan.

People living and working in the area that participated in the workshops were very aware and sensitive to the role all parts of an urban fabric play in their neighborhood. Concerns common to the majority of residents and businesses included:

- stores that serve daily needs or general shopping needs are desired, but rare now
- stores and motels in the district, in general, are degraded [motels are nuisances]
- motels [existing] need to be refurbished, or removed & redeveloped
- business that have improved buildings see little investment in neighboring sites
- lack of development in general in the area is frustrating:“make something or anything happen” was uttered frequently
- streets and sidewalks have become neglected, are inhospitable, are too narrow
- street traffic is moving too fast [esp. at Central, near Highland High, Lead, Coal]
- street crossings are dangerous on Central, Zuni, Lead, & Coal due to speeding, creating divisions in the neighborhood
- street crossing makes it difficult to visit stores on opposite side of Central
- street traffic is loud and intimidating
- parking is difficult for Hiland Theater at large events
- parking is difficult for businesses on Central where on-street parking was removed
- sidewalks and other civic spaces in the area are degraded or hazardous
- bicycling is discouraged on major streets [no shoulders or lanes, speeding cars]
- transit issues - more routes, better vehicles, better stops desired
- housing options in the area are currently limited, more desired
- housing options should be increased, especially to keep mixed income feeling to area and trying to avoid gentrification
- housing should be buffered from commercial ventures nearby
- mixed-use buildings are desired, could be more dense than Nob Hill, use height or bench marks existing in neighborhood to gauge heights [not too high]
- character of neighborhood should be preserved and improved - more Route 66, avoid generic, anywhere America character esp. on Central
- create a plan that makes the neighborhood a walkable and “shop-able” place again

The Master Plan offers an design which addresses these concerns in a holistic, inter-connected manner, and therefore must be understood as a whole. Firstly, the Illustrative Plan and Regulations create a new form-based code which places mixed-use buildings at the sidewalk, moves parking to streets and rears of lots, and allows a modest increase in heights of buildings. The mixing of housing and business on the main corridors in the project will increase walkability and sustain more retail. A mix of building types will allow a variety of incomes and businesses to move into the area. Encouraging businesses of similar types to congregate in groups, as recommended, will focus the shopping energy and create districts within the larger neighborhood that add character.



Postcard to inform the public (front & back)
Courtesy of Nob Hill Highland Renaissance Corp & Susan Freed



Tour of the area



Public design workshop



Master Plan drawing



Transit options

The Master Plan was produced through the design workshop process. Residents, business owners, neighborhood associations, land owners, City governments departments, & other interested parties discussed issues over the course of three intensive days. During this period, the project site, the immediate neighborhood, and the community as a whole were analyzed and evaluated in many terms: environmental, social, economic, and as importantly, physical. The information gathered served as the base from which to understand what can [and should] occur in the project site. The results of the workshop are published in the form of a booklet - a buildable Master Plan. This booklet is the guiding vision [and eventually the legal document] for people building the neighborhood’s future.

Focused sessions occurred each day of the event to help identify a design direction. Numerous smaller sessions with different groups helped build upon the base information while pursuing the larger goal: a master plan for the project site. The workshop process was very open and democratic, and stimulated enthusiasm and ideas, keeping participants motivated about concrete outcomes. The design team led the workshop, and included Moule & Polyzoides Architects & Urbanists and their retail and traffic engineering consultants. Participants’ opinions about street/sidewalk design, traffic, open space, building types and massing, and desirable businesses were distilled and drawn in the Master Plan. Enforceable regulations were the end result of the efforts, and are contained in the Master Plan in the Regulations section.

The first day included 3 major events. First, a retail presentation, with about 50 attendees, laid out current concepts of national and local retail design and their relations to corridors such as Central Ave.. Second was a walking tour of the site noting opportunities and deficiencies. Two volunteer groups supplemented this tour by providing results of their audit of the pedestrian environment in the area. Third was the main event involving over 100 attendees sitting at tables together to discuss issues and offer design solutions. Each table chose a spokesperson who presented findings to the general audience. A consensus concerning retail desires, street designs, transit, housing, and building character began to take shape and directly informed the design team.

The second day found the design team distilling the public input into analysis drawings and plans. Individuals and groups worked with the design team as the plans were being drawn. Participants’ desires for more pedestrian/bike-friendly streets, transit, open spaces, and mixed-use buildings and uses were shown on the plans. Consultants worked with participants and the design team to help ground dreams into buildable realities.

The third and final day culminated in presentation of the project to a public crowd of over 100 individuals. The Master Plan shown is the “road map” for potential development in the area and clearly shows what the area could look like within the next 4 to 20 years.

The Master Plan was put into booklet form in the months following the design workshop. Building heights and placement, street designs, transportation, and parking are given specific standards to be adopted as ordinance by the applicable City Departments to regulate future construction in the project area. In this way, property owners may construct or renovate their individual properties as part of an overall plan and strategy for the area. Owners can be assured that properties near theirs will be developed in an equitable and complimentary manner.

Note: A design workshop is a shorter version of a Charrette, which normally unfolds over a 5- to 8-day format.



Public talks to consultants



Public design workshop - sharing



Public design workshop



Presentation of Master Plan

CONTEXT & HISTORY

Central-Highland-Upper Nob Hill contains an amazing cross-section of our country’s building history in its structures and streetscapes. At the area’s western edge, Nob Hill has been, and continues to be, one of the most fashionable shopping and living districts in Albuquerque. An antique district, Hiland Theater, Route 66 motels, and Highland High School still grace the center of this project area. Recent City-lead initiatives such as the designation of a Metropolitan Redevelopment Area [M.R.A.] and the purchase of the De Anza Motor Lodge have begun a renewed interest in this area. The project area’s pivotal location along Central Ave. is unique in that many of Albuquerque’s main civic institutions lie along this corridor - Old Town, Downtown, University of New Mexico., Nob Hill Shopping district, the State Fair Grounds, and a new Asian cultural center.

Albuquerque’s distinguished urban and architectural history began with the founding of Old Town in 1706 and was firmly established with the addition of New Town in 1880. The University was built shortly thereafter on the east edge of New Town. The 1920’s/30’s saw new neighborhoods such as Monte Vista and University Heights growing up on the vast mesa to the east of the University. Citizens of those eras travelled mostly via foot, streetcar, bus and much more rarely, by automobile.

Route 66, the Mother Road, came to prominence during 1930’s to the 1950’s and was one of the major routes from the East Coast to the West Coast. As it was aligned with Central Ave.. through Albuquerque, it stimulated great growth and prosperity along the corridor. As one traveled east on 66, the character of the city changed from the densely spaced pueblo-style buildings of Old Town, to the brick storefronts Downtown, to the Victorian-era homes of Huning Highland, and finally to the modern & pueblo-revival buildings that gave Rt. 66 its unique character. Motor court motels, road-side diners, gas stations & neon signs reflected our city’s growing dependence on the automobile.

Late in the 1940’s, R. B. Waggoman bought land far east on the mesa and developed Nob Hill Business Center, one of the first modern shopping centers in the Western U.S.. This building, and those nearby, while designed for the modern age, still had the pedestrian foremost in mind. Facades framed the public space of the street. There were generous sidewalks and parking was placed at the side or rear of the buildings.

Zoning codes coming to the fore during the 1950’s and 60’s, however, created single use type buildings. The mixing of housing and businesses within one building was becoming a rarity. With this change, as well as with our increasing use of the auto, commercial buildings along Central Ave.. began to change and responded by moving themselves away from the street to provide for large parking lots. The pedestrian environment was mostly forgotten as a public space. The current state of Central Avenue, along with limited choices in housing, has contributed to the decline of business activity and vitality around the corridor.

The 1980’s brought revitalization of the Nob Hill area. Recently, City-lead redevelopment projects have created new interest in the Central-Highland-Upper Nob Hill area. There are many fine examples of Route 66 roadside and Modern 1950’s character buildings in the project area. The residential parts of the neighborhood also contain existing buildings which have an appropriate scale, density, and detail for a walkable district. The Metropolitan Redevelopment Area defined these areas and will facilitate desirable change here. On the next page is a map indicating historic and redevelopment assets within the Master Plan area [and beyond], courtesy of the Nob Hill Highland Renaissance Corporation. Properties noted in green or yellow indicate those with a character worth protecting and enhancing to maintain the character of this area.



De Anza Motor Lodge Postcard



Nob Hill Business Center beginnings



Hiland Theater



Central Ave. storefronts



Rt. 66 Neon signage



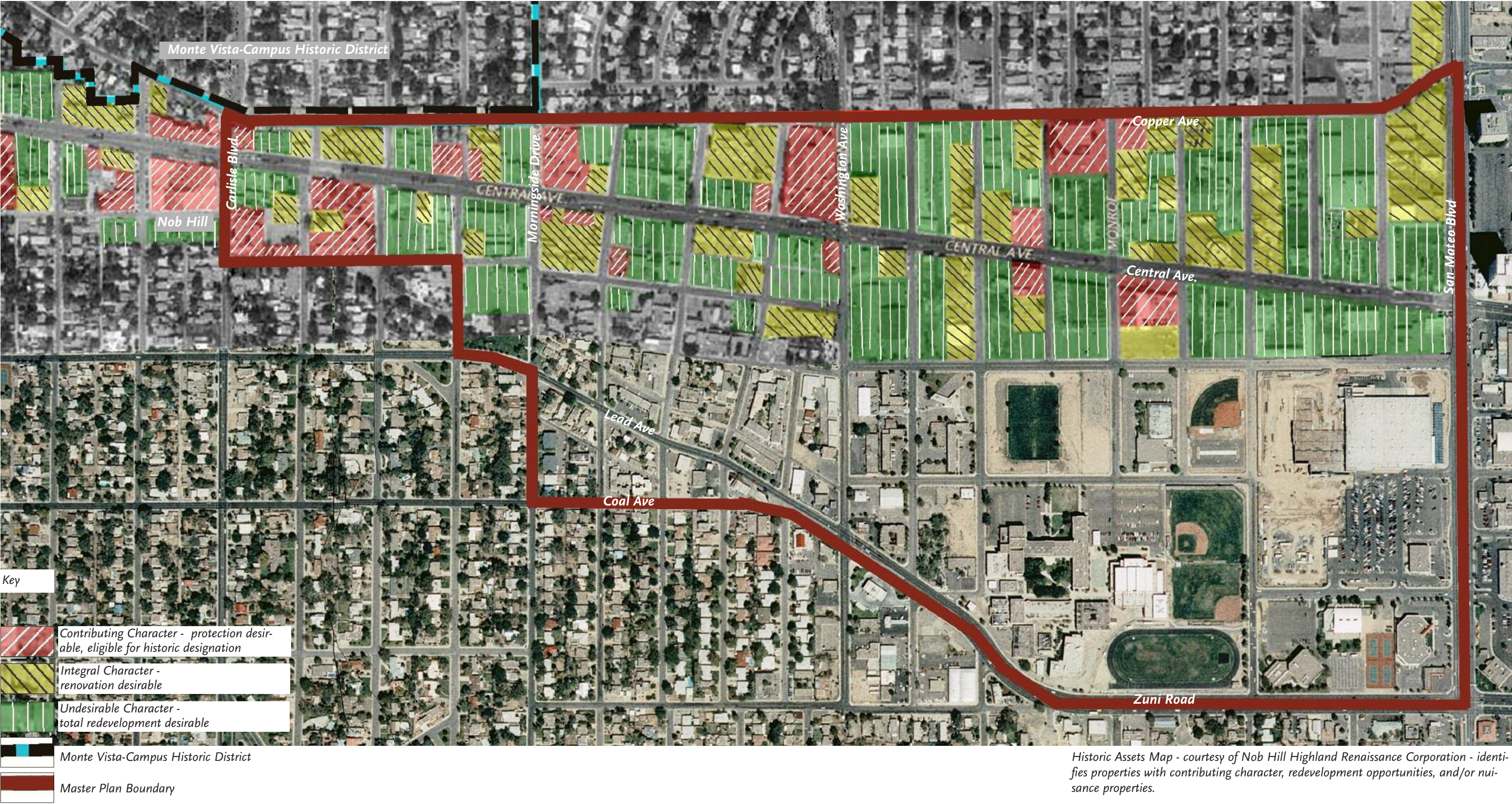
Duplexes



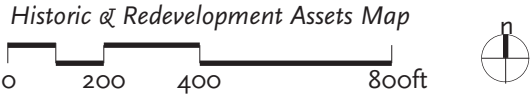
Central Ave. looking east



Highland High School



Historic Assets Map - courtesy of Nob Hill Highland Renaissance Corporation - identifies properties with contributing character, redevelopment opportunities, and/or nuisance properties.



THE MASTER PLAN | ILLUSTRATIVE PLAN

The Master Plan illustrates what the area could look like in 20 years time. Potential buildings shown represent the design team's interpretation of the interests and intentions of landowners, business owners, residents, potential developers and retailers. The goal of the Master Plan is the creation of a robust place which is a walkable, mixed-use district that features great main street shopping and new options for exciting living spaces. It is envisioned as a place that both enlivens the surrounding neighborhood and secures its future.

The most notable feature of the Master plan is the proposed placement of buildings along streets. Returning to the time-tested patterns seen in Nob Hill and Downtown, buildings meet the sidewalk again, framing the public space of the streets. The majority of the proposed buildings along Central Ave. are appropriate for smaller shops and offices with living spaces above. Other lots along Central are shown with larger footprint retail spaces, but their relationship to the streets is similar to the smaller buildings. Parking for the entire district would include a combination of on-street spaces on Central [to protect pedestrians and encourage retail], on-street and parking courts on side streets, and on-site parking at the rears of buildings. Some of these patterns are still visible near Hiland Theater. The Regulating Plan and the Development Code are the controlling documents for the array of various building placements and parking.

Another notable feature of this plan is the change in character of the major thoroughfare at the heart of the area, Central Avenue. The present design of this road creates a rift through the project area, and renders null and void any attempt at a pedestrian-friendly and commercially profitable district. Too many lanes of traffic moving much faster than the posted speed limit, combined with sub-standard sidewalks, creates an unfriendly environment for people. For vibrant retail and residential, a balance must be achieved of folks transporting themselves by many modes - by foot, bicycles, car and by transit - with no one method dominating. A new refined, shared public realm of Central Ave. [and other roads in the area] ensures the activity and accessibility necessary to sustain retail and office use, while keeping the speed and noise of motorized transport at low enough levels to allow un-encapsulated humans to happily inhabit the public realm. Central Avenue becomes a hybrid of a Main Street and a Parkway, with generous sidewalks and on-street parking supporting the retail on either side. Proposed roundabouts, along with an Alameda creating a linear park in the center of the avenue, help connect both sides of Central for the pedestrian. Traffic flows and amounts of traffic will continue as before, but the character of that flow will change. The plan will make the streets memorable and pleasant places.

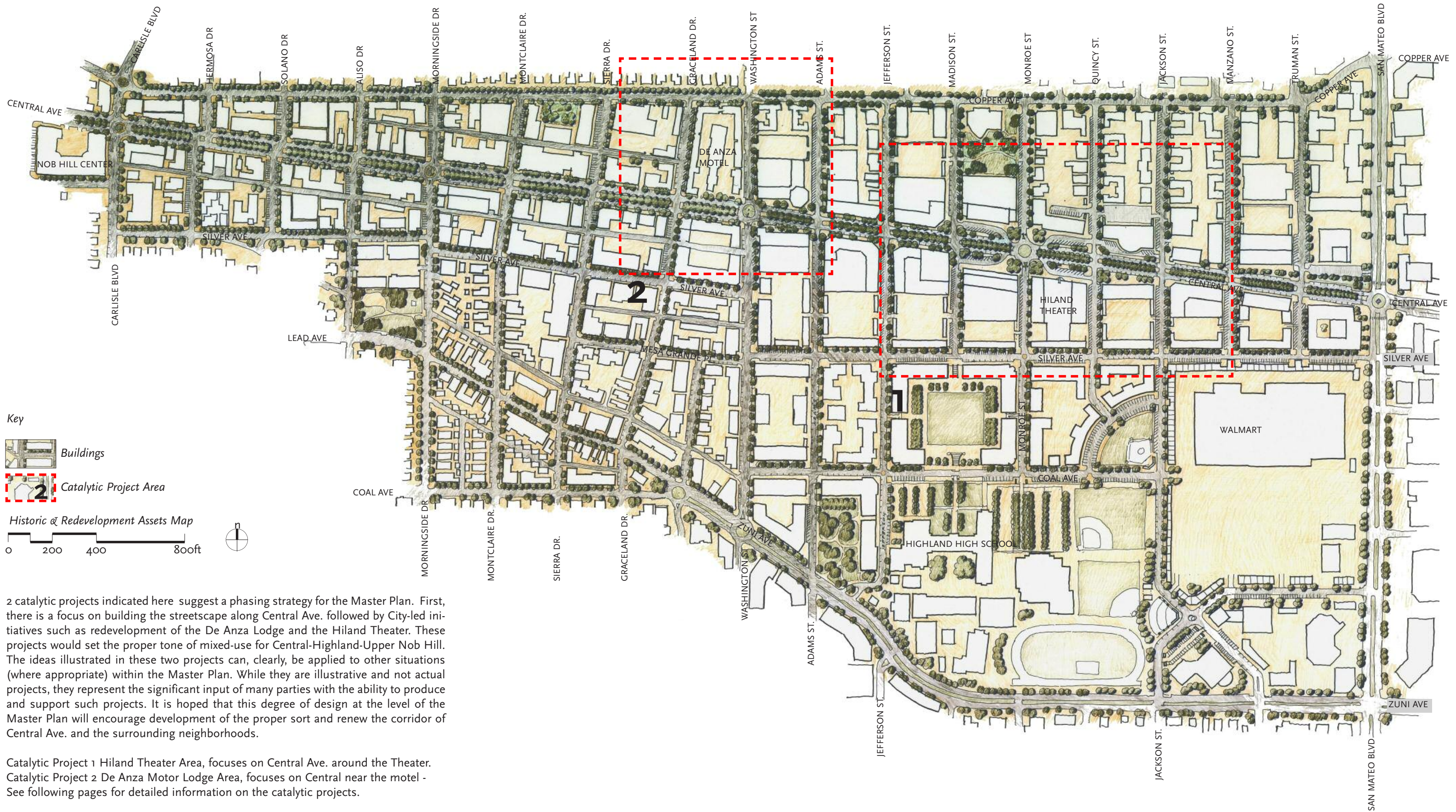
Intersections within the traditional grid pattern of Albuquerque are typically thought of only as places for crossing, either by car or on foot. This plan makes them focal points (and the defining gateways of the neighborhood) by creating modern roundabouts. This is essentially free space within the public realm, because the roundabout can handle the traffic flow admirably, while the space in the center of the intersection becomes available for visual delight. While not quite parks in the usual sense, these ovals and circles allow the placement of fountains, trees and monuments to give legibility to the civic character of the this unique neighborhood. Crossing for bicycles and pedestrians at such roundabouts is proven to be safer than traditional lighted intersections. These character and safety improvements will help re-connect the 2 sides of Central Ave. for shoppers and neighbors. Smaller roundabouts [circulars] near Highland High School will help pedestrians there by controlling traffic speeds.



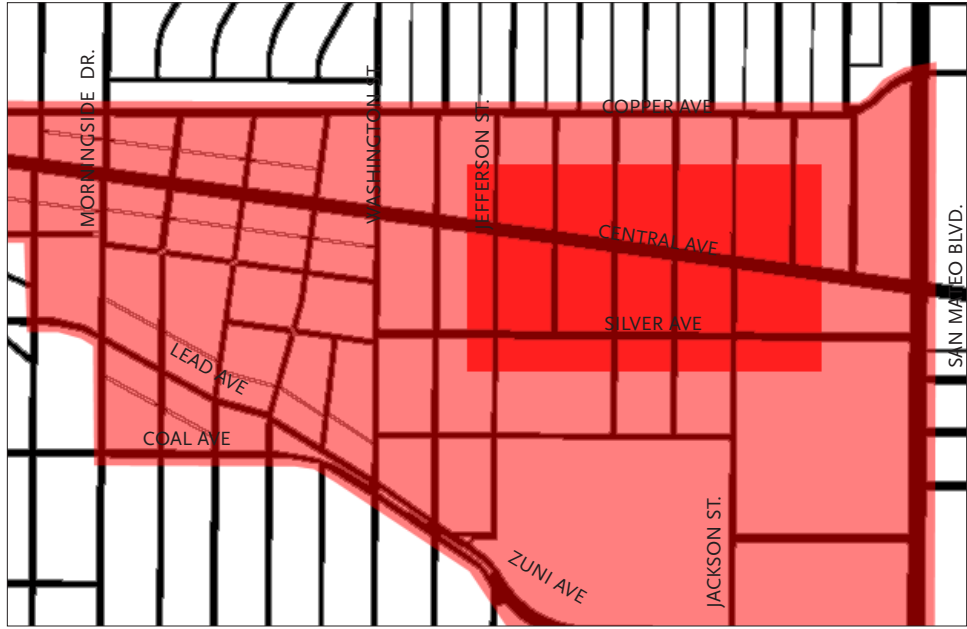
Central Avenue - looking east toward Hiland Theater



Central Avenue - looking West towards Washington St. and the De Anza Motel



(See page 20 for existing building footprints.)



Context Map

THE MASTER PLAN | CATALYTIC PROJECT 1
HILAND THEATER AREA

Note: Catalytic Projects 1 and 2, along with the street improvements along Central Ave., are the suggested first phases of construction to help spur further development. These 2 project illustrate, at a finer scale than the Illustrative Master Plan, the possibilities and potential that the Master Plan will allow to be built in the next 2 to 15 years.

Catalytic Project 1 illustrates the improvements of the streetscape along Central Ave. and potential building around the Hiland Theater [County-owned]. Currently, zoning in the area does not encourage a mix of uses, which has relegated it to single-use types of commercial buildings used only during daylight hours. Residential uses on the corridor, or just off of it, is mostly non-existent. The hope would be to allow for several different uses in the area, including housing and small retail or live/work that would enliven the neighborhood at all hours of the day and evening.

Buildings proposed would include 2nd and 3rd floors for new construction or addition to existing single story buildings. Mixed uses such as office, live/work, lofts, apartments, etc. would add to the potential for ground floor retail. Lofts and townhomes are shown along Silver Ave. People living in the new structures support the retail created, provide security by providing eyes on the street, and add vitality to the area. The scale and placement of the buildings frames the street, creating a humanely-scaled, memorable place.

The pedestrian environment will be improved dramatically, which will encourage walking, biking, and retail shopping in the area. Traffic is calmed by the proposed on-street parking, central alameda [median], roundabouts, and enlarged sidewalks. Proper lighting, landscape, & street furniture would also encourage walking.

Parking is provided on-street along Central, and at all side streets in the form of parallel and head-in parking. Additional parking is located to the rears of buildings. Existing parking courts at the fronts of some buildings remain. In front of the Hiland Theater, for example, the parking courts create a more open section of the corridor, creating a sense of arrival and place, and preserving a dramatic view of the Hiland Theater.

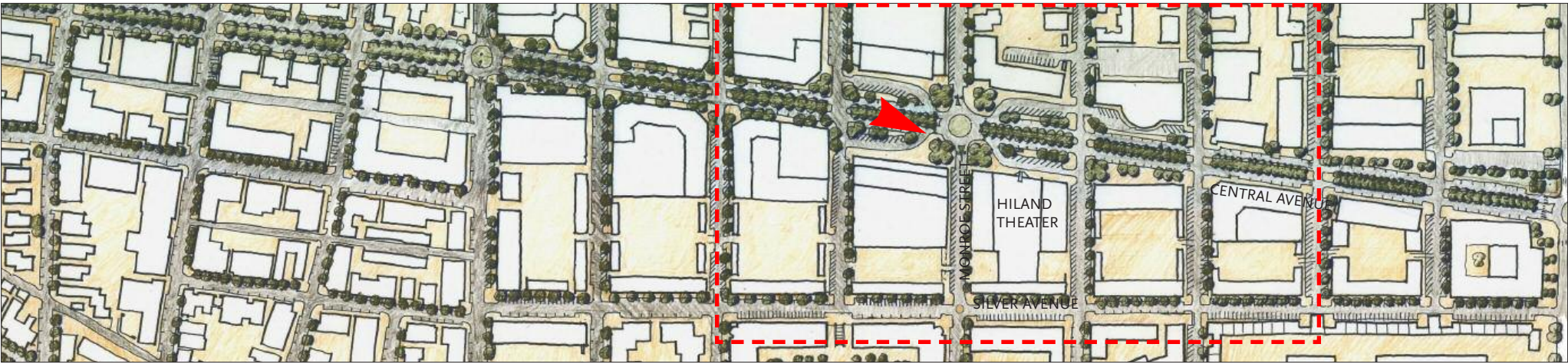


Catalytic Area 1 - Axonometric

Development Potential

Type	Area	Dwellings	Parking
Retail	237,650 s.f.	n/a	595
Live/work	70,425 s.f.	47	82
Lofts	180,000 s.f.	120	210
Apartments or Townhouses	172,125 s.f.	172	301
total	660,200 s.f.	339	1,188

Note: Existing construction this area is approximately 295,000 s.f., all retail, with no designated housing along the Central Corridor.



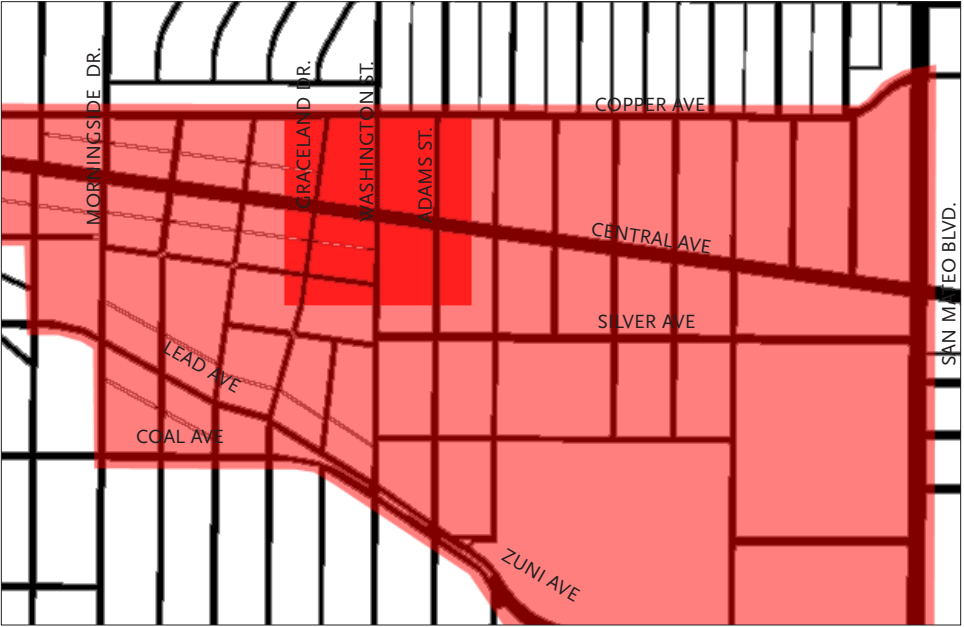
Catalytic Area 1 - Plan 0 100 200 400ft



Retail space with Lofts above



Hiland Theater - parking court and potential office or residential above retail space



Context Map

THE MASTER PLAN | CATALYTIC PROJECT 2
DE ANZA MOTEL AREA

Note: Catalytic Projects 1 and 2, along with the street improvements along Central Ave., are the suggested first phases of construction to help spur further development. These 2 project illustrate, at a finer scale than the Illustrative Master Plan, the possibilities and potential that the Master Plan will allow to be built in the next 2 to 15 years.

Catalytic Project 2 illustrates the potential for building along Central Avenue around the De Anza Motel. As with Catalytic Project 1, current zoning in the area does not encourage a mix of uses, which has relegated it to single-use types of commercial buildings used only during daylight hours. Residential uses on the corridor, or just off of it, is mostly non-existent. The hope would be to allow for several different uses in the area, including housing and small retail or live/work that would enliven the neighborhood at all hours of the day and evening.

The De Anza Motel has been converted into a mixed-use building with a Visitor's Center, a cafe, and a Community Meeting Room that could preserve the public use of the building. Motel rooms have been remodeled [and added to] for apartments, lofts or townhomes. Parking along Graceland would provide adequate parking for the retail functions as well as for tour buses or R.V.'s visiting the new corridor. The Motel as easily could be converted to a boutique motel. A mid-sized retail anchor is shown to the east of the De Anza, and additional floors of flex space have been added above. To the north of this building, Courtyard type residences are shown. These help buffer the corridor development down to the single family neighborhood to the north across Copper Ave. Buildings on the south side of Central Ave. include 2 and 3 story buildings of new construction. Mixed uses such as office, live/work, lofts, apartments, etc. would add to the potential for ground floor retail. Lofts and townhomes are shown along Silver Ave.

As with Catalytic Project 1, the pedestrian environment will be improved dramatically. Parking is provided on-street along Central, and at all side streets in the form of parallel and head-in parking. Additional parking is located to the rears of buildings. At an appropriate level of development, parking courts could be easily converted to 2 story parking structures.



Catalytic Area 2 - Axonometric

Development Potential

Type	Area	Dwellings	Parking
Retail	107,700 s.f.	n/a	270
Live/work	63,900 s.f.	43	76
Apartments	127,750 s.f.	128	224
Townhouses	63,850 s.f.	42	74
total	363,200 s.f.	213	644

Note: Existing construction this area is 112,100 s.f., all retail, with no designated housing along the Central Corridor.



Catalytic Area 2 - Plan

0 100 200 400ft



Mixed-use buildings with retail and living spaces in multi-story configurations



De Anza Motel & new mixed-use buildings along an improved Central Avenue